

# Digital vs. OFFSET PRINTING

WHAT IS THE DIFFERENCE? WHICH ONE IS BETTER? HOW DO I CHOOSE?

THE ANSWERS TO ALL YOUR QUESTIONS!



## DIGITAL PRINTING



## OFFSET (PLATED) PRINTING



GREAT FOR LOWER VOLUME PRINTING

### QUANTITY

CAN ACCOMMODATE LARGE OR SMALL RUNS WITH EASE



PRINTS ON TRADITIONAL SIZED STOCK COMPARED TO OFFSET

### SIZE

HANDLES LARGER OR ABNORMAL SIZED STOCK OPTIONS EASILY



CUSTOMIZED NAMES OR VARIABLE DATA IS NO PROBLEM AT ALL

### VARIABLE

LIMITED TO THE IMAGE OR NAME ON THE FILM IMPRINT



COMPARABLE TO OFFSET DEPENDS ON VOLUME, AND STOCK

### PRICING

COMPARABLE TO DIGITAL DEPENDS ON VOLUME, AND STOCK



HIGH QUALITY SOME SLIGHT VARIANCE

### QUALITY

HIGHEST QUALITY PERFECT DUPLICATION



SOME SLIGHT COLOR VARIATION BUT CAN BE CORRECTED

### COLORS

PERFECT PANTONE MATCHING NO VARIATIONS



USES FUSER FLUIDS WITH A HEAT PROCESS OR UV CURING

### INK

USES TRADITIONAL INK WITH A HIGH VISCOSITY APPLIED DIRECTLY TO ROLLERS



LIMITED TO PAPER THAT CAN BE FED THROUGH THE PRINTER

### MATERIALS

WIDE VARIETY OF SURFACES INCLUDING PAPER, PLASTIC, METAL, OR WOOD



PROVIDES A MORE ACCURATE PROOF EASILY PRODUCES SAMPLES MATCHES THE EXACT PRODUCTION PROCESS

### ACCURACY

PROOFS MAY SLIGHTLY VARY DEPENDENT ON VARIOUS FACTORS



EASIER SETUP, QUICKER PRINTING PROCESS LENDS TO QUICKER TURN AROUND TIMES

### PRODUCTION TIME

A MORE INVOLVED PRINTING PROCESS WITH TIME REQUIRED FOR INK TO DRY & CURE



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